MANUFACTURER'S COUPON

$3.00 OFF A CARTON OF MARLBORO

Consumer: Limit - one coupon per purchase. Not to be transferred, sold, or reproduced. No facsimiles accepted. Any other use constitutes fraud. Limited to smokers 21 years of age or older. Participation in this promotion at discretion of the retailer. Offer good only in U.S.A. Consumer pays any sales tax.

Retailer: Philip Morris will reimburse you the face value of this coupon plus 8¢ handling and postage provided you and the consumer have complied with the terms herein. Void when submitted by unauthorized agent. Invoices showing purchases of sufficient stock to cover all coupons must be shown upon request. Void where prohibited, taxed, or restricted. Cash value 1/20¢. Redeem by mailing to: Philip Morris U.S.A., CMS Dept. #28200, 1 Fawcett Drive, Del Rio, TX 78840.

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Order your copy of The Marlboro Country Cookbook at a 50-Mile savings.

Fill out this survey and complete the special order form below.

Offer limited to smokers 21 years of age or older. Orders must be received by October 31, 1996.

Send your completed order form along with your Marlboro Unlimited Miles plus a check or money order for shipping and handling to:
Marlboro Country Cooking Offer
JAF Station
P.O. Box 2590
New York, NY 10072-2590

1. What is your regular brand of cigarettes – that is, the brand you smoke most often? ______ (Brand Name)

2. Is your regular brand...? (Check one.) ☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.) ☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.) ☐ Lowest/1mg Tar ☐ Light/Mild ☐ Full Flavor ☐ Ultra/Extra Low Tar ☐ Medium

5. Do you usually buy it by the...? (Check one.) ☐ Pack ☐ Carton ☐ Both Ways

6. What, if any, was your previous brand? ______ (Brand Name)

9999999999999999
Mr. Sample A. Sample Sr.
Apt. #000
1234 Main Street
Anytown, USA 00000-0000

Use the space below to print name and address corrections only.

Name ______

Address ______

ITEM	QTY. (Limit 2)	$	MILES
MARLBORO COUNTRY COOKBOOK		200 MILES	
50 BONUS MILES OFF TOTAL ORDER			-50
TOTAL MILES			
SHIPPING & HANDLING	1 BOOK = $4.00 2 BOOKS = $8.00		

225904

UNLIMITED 5 MILES VOID 288882 6

GET THE MILES. Collect Marlboro Unlimited Miles on specially marked Marlboro packs to get your Marlboro Cookbook. Each pack proof is worth 5 Miles.

By responding to this survey, participating in this offer and signing below, I certify that I am a smoker 21 years of age or older. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.

Signature X ______ (Required)

Today's Date (Required) ☐☐ Month ☐☐ Day 19 9 6 Year

Your Birth Date (Required) ☐☐ Month ☐☐ Day 19 ☐☐ Year

Offer limited to smokers 21 years of age or older. Orders must be received by October 31, 1996. Allow 10 to 12 weeks for delivery. Limit 2 per person. Be sure to check with the post office to ensure you have the proper postage on your order envelope. Postage may vary. Not responsible for lost, late, misdirected, mutilated or postage-due mail. No photocopies accepted. No facsimiles accepted. Orders not transferable. Offer good only in U.S.A. Offer void to employees of Philip Morris and its advertising agencies. No group or organization orders or requests will be honored. If you have any questions about the program or your order, please call 1-800-MARLBORO (1-800-627-5267). No phone orders accepted.

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SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Marlboro

16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

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MARLBORO COOKBOOK DIRECT
SELF-MAILER
NON-MENTHOL
(4) $3.00 OFF CARTON

9999999999999999
Mr. Sample A. Sample Sr.
Apt. #000
1234 Main Street
Anytown, USA 00000-0000

2061036594

MARLBORO COUNTRY COOKING

First Class Presort
U.S. Postage
PAID
Permit #729
Schaumburg, IL
60194

2061036594

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